Design Resource

Jute Bag - Santa Cruz, Goa

Utility Bag

by

Prof. Bibhudutta Baral and Srikanth B.
NID, Bengaluru

Source:
https://www.dsource.in/resource/jute-bag-santa-cruz-goa

1. Introduction
2. Tools and Raw Materials
3. Making Process
4. Products
5. Contact Details

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3. Making Process
4. Products
5. Contact Details

Introduction

A bag is a kind of soft container which is used to hold or carry things. Different types of materials such as cloth, leather, jute, plastic, or paper, etc., are used for making bags. Some bags can use for a long time and some are disposable. The size and shape of the bag differ according to its usage. Both men and women have used it. It is known by various names like handbag, purse or pocketbook, luggage bag, trolley bag, etc. In the 14th-century, handbags evolved into wedding gifts from groom to bride. In the 17th century, embroidery was a necessary skill for marriage for young girls. This helped them to make very beautiful handbags. Nowadays, bags are universally used for many purposes like shopping, traveling and to carry home groceries. Bags not only differs country-wise but also within the regions where they are created. These days considering a view of environmental concern, plastic bags, trash bags are banned. Hence use of eco-friendly bags increased. These bags are made from natural disposable materials like jute, banana fiber, coconut fiber, cotton cloth, etc.

Jute is one of the most important natural fibers after cotton, in terms of cultivation and usage. Ganges delta is a region where jute is grown widely. A biodegradable crop is cultivated in major parts of West Bengal and Bangladesh. This crop requires huge rainfalls. Jute has been used since ancient times in India. It gained necessity during the 19th and early 20th centuries. Ropes, aprons, carpets, sacks, roofing felts, and bags were made by using jute. Jute is recognized for its strength, low cost, durability, and versatility. Earlier it was used only for making sacks, but now it is utilized in many ways. Jute yarns are woven into fine fabrics. The usage of clothes made of jute by poor villagers is mentioned in several historical documents. Jute fibers are used for making carpets, doormats, chair coverings, and curtains. A few years back, synthetic materials captured the market, and jute began to lose its popularity. Gradually, people realize the negative impact of using synthetic materials on the environment, and once again, jute becomes an important thing. A jute bag is good in all aspects. It is biodegradable, and no trees were cut off for jute bags like paper bags. Jute bags are strong as compared to polythene and paper bags. Jute craft is a good source of income for many artists.

Mrs. Deepa is from Santa Cruz village that is making jute bags. She learned this art from the training sessions and workshops organized by the Goa State Government to empower women artists. Santa Cruz is a beautiful village that has situated in North Goa in the Tiswadi Taluka. As it is made up of 11 wards, it is considered to be the largest village in Goa. Merces, Bambolim, and Taleigao are its neighboring villages. People from different religions and different parts of India stay here. Earlier, this place was known as Calapur and is known to have got its name from a rich merchant known as Kalapa Kelima, appointed by King Shasta Deva II. Goa is visited by large numbers of international and domestic tourists each year for its beaches, places of worship, and world heritage architecture.

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3. Making Process
4. Products
5. Contact Details

Artist involved in making a jute bag.

Jute is a long, soft, shiny vegetable fiber that can be spun into coarse, strong threads.

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3. Making Process
4. Products
5. Contact Details

Jute bags are stitched using the sewing machine.

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1. Introduction
2. Tools and Raw Materials
3. Making Process
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5. Contact Details

Tools and Raw Materials

The tools and raw materials that are used for making jute bag are as follows:

- **Jute Threads:** These are used in making jute products.
- **Cotton Beading:** It is used for forming structural shapes as a base or stem.
- **Velcro Tape:** It is used for closing bag compartments.
- **Zipper:** It is used in making bags to get closed.
- **Jute Fabric:** It is used in making non-woven Jute bags.
- **Slider:** It is used to close or open the zip of the bag.
- **Thread:** It is used in the process of stitching.
- **Sewing Machine:** It is used to stitch jute fabric.
- **Scissor:** It is used to cut the jute fabric and threads after stitching.
- **Measuring Tape:** It is used to measure lengths and curves.
- **Pencil or Pen:** It is used to mark or sketch for cutting the fabric.

Metal button.

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2. Tools and Raw Materials
3. Making Process
4. Products
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Jute fabric.

Velcro tape.

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2. Tools and Raw Materials
3. Making Process
4. Products
5. Contact Details

Pen, Newspaper, and Measuring tape.

Scissor is used to cut jute fabric.

Sewing machine.

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2. Tools and Raw Materials
3. Making Process
4. Products
5. Contact Details

Making Process

The process starts with preparing raw material. The extraction method of jute varies depending on the region, state, and country. After drying the extracted jute, it is sent to Jute Mills for the next process. Here, extracted Jute fibers are weaved into Jute rolls. After the jute is woven, it is then sent away for lamination. The entire jute roll is laminated with an LDPE lining machine. The laminated jute roll is then sent back to the Jute mill. Some of the Jute bag models are made without the laminated Jute roll. Next is the dyeing process. Dyeing is the process of adding colour to a material or product. Here using certain types of machinery, Jute rolls are coloured and made into Jute fabric. After dyeing, it goes to the cutting department. The Artists make measurements and the Jute fabric is arranged in layers and cut according to the product pattern. Cut fabric is marked according to product coding and handed over to the concerned person for further processing.

The next process is adding design. Here, designing is a process of adding colour logs, brand details, texts, etc. into the jute fabric forming a design. Screen printing is done on the cut fabric by arranging the fabrics on a large printing table. Water-based Azo-free colours are used for printing. After the printing is done, fabric is left to dry. Then the next process is stitching. Here all the body parts of a bag such as the front, back body, gusset, handle of a bag are stitched together in a stitching machine. Outer edges have double-coated stitches for the longer durability of the bag. Excess threads are cut down using scissors after stitching. Depending on the Artist's creativity, unique designs and the number of compartments, bag models, etc., are decided. The next process is fusing. Here, fusing is a process of adding an extra part to the bag. Zips are added at the end of each compartment in the bag for the opening and closing of the bag. Sliders are added to the zip to pull the zip. Velcro tapes are stitched where ever necessary depending on the model. Plastic or bamboo handles are added to the required model bags. The final process is checking and packing. The finished bags are quality checked for any kind of errors. If any error is found, then it is mended and rectified. As a final step of the process, it is packed inside a plastic cover, and price tags or stickers are attached to it for sale.

A base design is drawn using a Newspaper, pen, and measuring tape.

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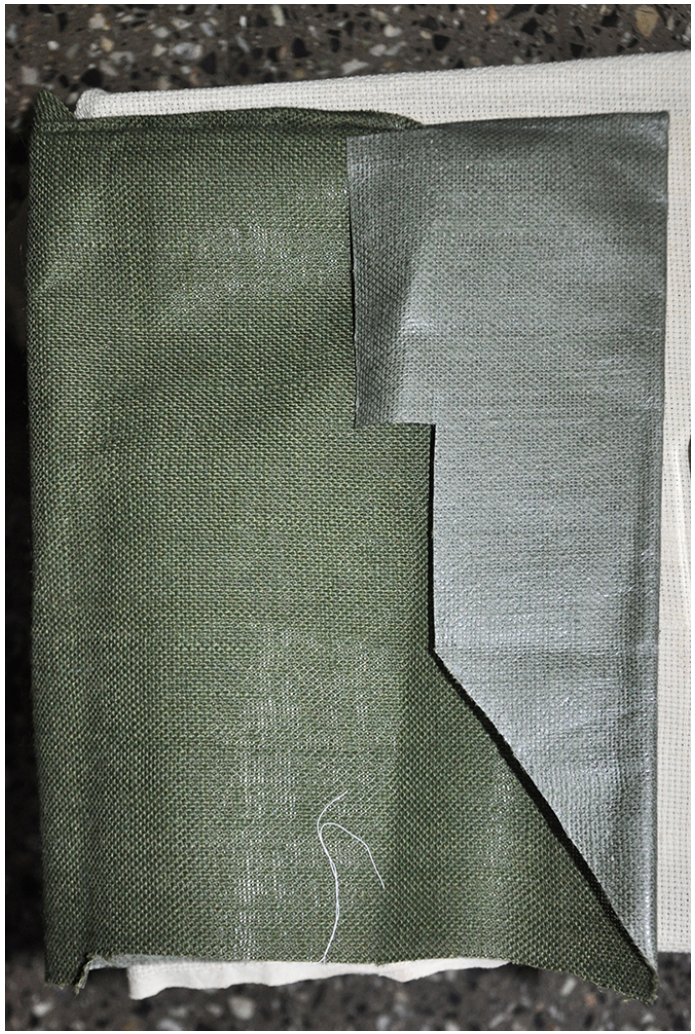
1. Introduction
2. Tools and Raw Materials
3. Making Process
4. Products
5. Contact Details

Scissor is used to cut the basic shape of a bag.

The artist starts tracing using the newspaper template.



A jute sheet is used for making the bag.

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1. Introduction
2. Tools and Raw Materials
3. Making Process
4. Products
5. Contact Details

Artist cut the traced design using the scissor.

The points are marked using a measuring tape.

The jute is folded as per the marking.

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1. Introduction
2. Tools and Raw Materials
3. Making Process
4. Products
5. Contact Details

The bag is stitched using the sewing machine.

The stitched bag is removed from the sewing machine by cutting the extra threads.

Velcro is stitched on the bag.

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1. Introduction
2. Tools and Raw Materials
3. Making Process
4. Products
5. Contact Details

The bag is folded properly to give shape.

In the end, the artist attached the button with a needle and thread for opening the bag.

Completed jute bag.

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1. Introduction
2. Tools and Raw Materials
3. Making Process
4. Products
5. Contact Details

Products

Ms. Deepa sells her Jute bags in her home, also in the local markets and shops, in and around Santa Cruz, Goa. She also sells her bags in the Exhibitions that are happening in Goa. She sells products like Hand Bags, Backpacks, Pouches, and Purses, etc. All the products sold here are made out of jute. Mrs. Deepa sells her products from 50 INR to 350 INR, and the size of the products starts from 3.5 inches to 4 feet. Based in a specific region, a standard price list is kept for making a particular bag as per individual bag makers. The price is fixed depending on the bag quality, size, weaving styles and techniques, designs, and artistry.

Mobile pouch.

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Wallet.

Vanity bag.

Travel bag.

Hand bag.

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3. Making Process
4. Products
5. Contact Details

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This documentation was done by Professor Bibhudutta Baral and Srikanth B. at NID, Bengaluru.

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